

THE LITTLE RED PUMP-HANDLE

A SMALL MAGAZINE PUBLISHED NOW AND THEN BY
THE DUNN-PEN COMPANY IN THE INTEREST
OF DUNN-PEN DEALERS

Number One



Copyright, 1921, by Dunn-Pen Company



Permanence and Service

THE Dunn-Pen Company is organized for permanent manufacture and selling. It has ample financial resources. Its four depositories in New York are the Guaranty Trust Company, Bankers Trust Company, Columbia Trust Company, and Irving National Bank. It has branch offices or sales headquarters in Chicago, Minneapolis, Kansas City, Omaha, Des Moines, Indianapolis, Detroit, Cleveland, Cincinnati, Columbus, Pittsburgh, Buffalo, Boston, Hartford, Philadelphia, Baltimore and Atlanta. It is managed by men of creditable commercial standing and extensive experience in finance, manufacturing, advertising and sales management. Its Board of Directors is composed of seven men who work harmoniously and alertly for the success of the business.

The Dunn-Pen Company is engaged in showing, in the proper spirit and through wide, and various ways of publicity, the points of advantage which characterize its product. It does not "knock" the makers of other fountain pens or their wares. The exhibition of evidence proving superiority is not "knocking"; it is legitimate commercial activity and enterprise in salesmanship.

The Dunn-Pen Company believes that the Dunn-Pen is the best writing instrument ever produced; it believes in its dealers as a body of intelligent and loyal distributors; and it believes in the discerning power of the buying public, to whom it is happy to present the superiority, advantages, economies, and delights of "the marvelous Dunn-Pen—the Fountain Pen with the Little Red Pump-Handle."

The Dunn-Pen Company is somewhat surprised at the stir it has made in Pendom; it feels kindly towards those who have proclaimed themselves its enemies; and it is grateful to the stockholders, newspapers, dealers, salesmen and personal purchasers and users who have contributed to its success.

Fine Business!

THERE is a great deal of satisfaction in being identified with a commercial enterprise which involves a cause as well as a business. If you can get a cause and a business wrapped up together in the same package you have something very much worth while. The Ford automobile is a cause and a business; it affords an economical way for people to get themselves and their chattels from place to place. The Childs restaurant system, and every cheap and cleanly restaurant where wholesome food is furnished at low prices, is a cause as well as a business. The Ingersoll watch is a cause and a business, and always has been. To place a fairly reliable timepiece in the pockets of the people for a little price is the good thing Robert Ingersoll set out to do.

Likewise, the Dunn-Pen is a cause as well as a business. We are giving the people of the world a better writing instrument than they



have ever had before. We are helping men and women to set down their thoughts easier and with fewer hindrances. And setting down thoughts, and carrying out right thoughts in right deeds, is the most important thing in life. So we are working together in something which is at once a cause and a business—and that's one reason why we are all so mighty happy that we are connected with the Dunn-Pen Company.

Alone in a Class by Itself

THERE is an exceptional quality about this product. The sac-filling pens upon the market to-day are in keen competition with each other, but the Dunn-Pen is not in competition with any other fountain pen—in the same sense that the electric light is not in competition with the tallow dip, the automobile is not in competition with the ox-cart, and Jack Dempsey is not in competition with Benny Leonard.

The Dunn-Pen is not in competition with other pens because of its supreme quality and superiority. It is in *comparison* with other fountain pens, but not in competition with them. The writer has talked with many men and women and shown them the Dunn-Pen, and has never found a person who did not want to own and use *that* pen. Whatever appreciation they may have had for other pens with which they were familiar, vanishes at the sight of the Dunn-Pen. And that is what we mean when we say that we—and our dealers—haven't any real competition in selling "the Fountain Pen with the Little Red Pump-Handle." Our competitors are competing with us, by ways fair and otherwise, but we are not competing with them. *The Dunn-Pen is alone in a class by itself!*

The Fountain Pen's Grandfather

THE ancient Egyptians, like the Chinese and Japanese of the present day, used a brush for writing, while the Romans and Greeks used the sharp point of the stylus to scratch their characters on waxen tablets. About the middle of the 14th Century, the quill feather superseded the reed. Turkey and swan quills were used and crow quills were preferred for fine lines.

The points of the quill nibs had to be mended frequently. This took time, and various attempts were made to give durability to them, but it couldn't be done.

George Washington Preferred a Quill Pen

THIS caption is a bit of a jest, as our first president never knew of a pen other than a quill. It was quill or nothing with George. When the crowd of Colonists that gathered in Philadelphia July 4, 1776, said "Hey, John, you sign first!", John Hancock seized a



quill pen and affixed a signature that will live as long as history recalls the Declaration of Independence.

Steel Pens Started 118 Years Ago

IN 1803 the steel pen was introduced in London and came into general use in 1830, when steel pens were made by machinery in Birmingham, England, by Perry, Mason, and Gillott.

The fountain pen is of comparatively recent origin. The mussiness occasioned by the attempt to fill, with a medicine dropper, the ordinary type of fountain pen, led to the development of self-fillers which now constitute the big majority of fountain pens sold to-day. But most of these pens have rubber sacs in them, and a rubber sac inside a fountain pen isn't any good and never was. *No one knows this better than the makers of the rubber-sac self-fillers.*

The Answer to These Five Important Questions Is Yes!

BEFORE the Dunn-Pen was put on the market there were five important questions which confronted the Company. Here are the questions; the answers have been determined by experience and test.

Will the Dunn-Pen "stand up?"

YES! Many thousands of these pens are in service. Repairs are almost never required. Complaints are practically unknown. One Dunn-Pen has been pumped 16,000 times by machinery and is in use every day.

Will dealers stock the Dunn-Pen?

YES! Thousands of dealers are now selling the Dunn-Pen and a steady stream of orders from *new* dealers is pouring in.

Will the public buy the Dunn-Pen?

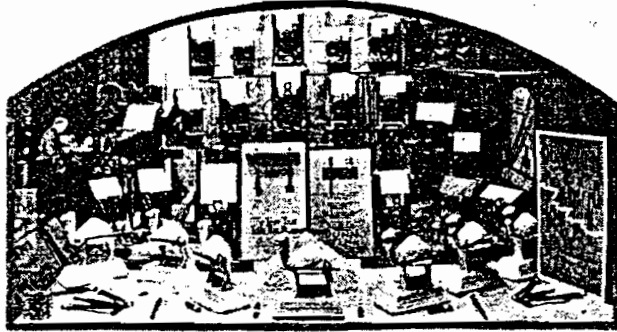
YES! In most stores which handle the Dunn-Pen and other pens, *the Dunn-Pen outsells all others*, and this is astounding because the Dunn-Pen has been on the market only a few months.

Will dealers send in repeat orders?

YES! Dealers are writing, telegraphing and telephoning repeat RUSH orders, because their initial stocks of the Dunn-Pen have been sold out and they want more of these quick-selling, satisfaction-giving profit-makers, and they want 'em QUICK!

Will the public comprehend the correct method of filling the Dunn-Pen?

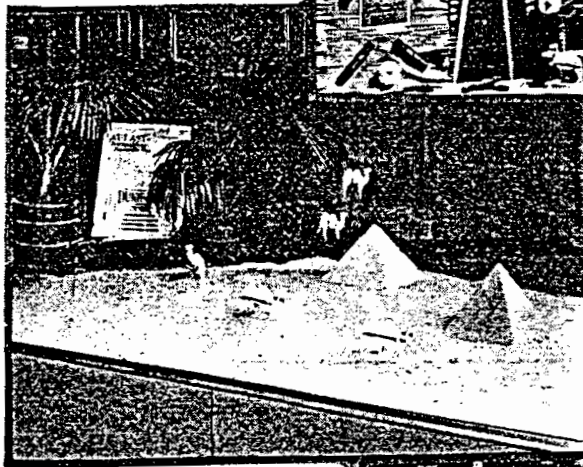
YES! After a simple demonstration, the buyer understands the Dunn-Pen and there is no jamming or bending of the nib nor perplexity as to filling or operation.



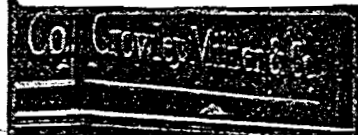
On 42nd Street New York



This display was shown simultaneously in hundreds of Chicago stores



A handsome showing — Dayton, Ohio



A notable Detroit window

Eye-catching window displays that help sell the DUNN-PEN



It Couldn't Be Done—But We Did It!

IN introducing any new article there is inevitably a resistance or inertia of the public's trend of thought to be overcome. In presenting a fountain pen the analysis of mental processes is as follows: "What? A new fountain pen with a dozen well-known makes already on the market? Absurd!"

(Thousands of the Dunn-Pen are being sold weekly.)

"What? Stock a new fountain pen when I'm already carrying a line I've handled for years? Nonsense!"

(When offered side by side with other makes, the Dunn-Pen is proving to be the *largest seller* in cities where it has been introduced.)

"What? Demonstrate a pump-pen? The old rubber-sac pen has been sold for years. Everybody knows about it. I'll stick to it."

(Before Selden, automobiles were a joke; before Wright, airplanes were a vision; before Edison, electric lighting was inconceivable; before Franklin, the power of electricity and lightning rods was undreamed of—all of which means that the old ways inevitably have to give way to the new and better ones. And so the public is no longer content with a sac pen.)

"Yes, the Dunn-Pen seems to be making quite a hit now, but I guess it won't last long."

(But it IS lasting and gaining in popularity every day.)

You can't get away from the following FACTS:

Newspaper advertising campaigns have begun in a score of cities;

Dunn-Pen salesmen are working in territories that blanket the United States;

Hundreds of skilled employes are busy in the manufacturing departments;

One of the best sales staffs of any company in the country is getting business everywhere and in increased volume.

The Dunn-Pen Company has ample capital and ready cash to operate with—a pleasant condition not any too common among manufacturers to-day;

A merchandising campaign, new, original, forceful, aggressive, unremitting, is being waged, making the old-timers in the pen manufacturing business gasp for breath, dazedly wondering what is coming next, and desperately trying to check the wave of popularity on which the Dunn-Pen is riding to success;

Hundreds of leading dealers in leading cities are featuring the Dunn-Pen as they've never featured any fountain pen before;

Dealers are offered a line which comprises a limited number of models and these are sold at a fixed price making selling easy and profits handsome;



Thousands of dealers in the United States and in 67 foreign countries are selling the Dunn-Pen;

A big magazine advertising campaign is scheduled, and has been worked out for the Fall and Winter;

The brightest prospects of any fountain pen anywhere belong to the Dunn-Pen.

Does this look as though the Dunn-Pen were a flash-in-the-pan? Think this over: and—

Then send in your order at once for the Dunn-Pen, secure the exceptionally effective display material, and listen to the cheerful ringing of your cash register recording Dunn-Pen sales instead of hearing the mournful maunderings of envious competitors.

These and Many Other Great Stores Are Featuring the Dunn-Penn—Are You?

John Wanamaker.....	Philadelphia, Pa.	Buck & Rayner, Inc.....	Chicago, Ill.
Arthur Baur's Pharmacy..	Terre Haute, Ind.	Gibson & Perin Co.....	Cincinnati, Ohio
John Boesch Co.....	Burlington, Iowa	The Gilchrist Co.....	Boston, Mass.
Boggs & Buhl.....	Pittsburgh, Pa.	Gregory, Mayer & Thom Co..	Detroit, Mich.
Boston Store.....	Providence, R. I.	Paul Gale Greenwood Co....	Norfolk, Va.
H. C. Boyeson Co., Inc....	St. Paul, Minn.	Harris & Mowry Co.....	Woonsocket, R. I.
Fisher Ames.....	Des Moines, Iowa	R. H. Macy & Co.....	N. Y. City, N. Y.
Younker Brothers.....	Des Moines, Iowa	Herbert & Huesgen Co..	N. Y. City, N. Y.
Iowa Office Equipment Co..	Des Moines, Ia.	B. Altman & Co.....	N. Y. City, N. Y.
Burgess Nash Co.....	Omaha, Nebraska	Corlies, Macy & Co., Inc..	N. Y. City, N. Y.
City Book Store.....	Wooster, Ohio	H. K. Brewer & Co., Inc..	N. Y. City, N. Y.
A. B. Closson, Jr., Co.....	Cincinnati, Ohio	Tower Bros. Stationery Co..	N. Y. City, N. Y.
Dulany-Vernay Co.....	Baltimore, Md.	E. B. Meyrowitz, Inc.....	N. Y. City, N. Y.
W. K. Stewart Co.....	Indianapolis, Ind.	Frederick Loeser & Co....	Brooklyn, N. Y.
Chas. Mayer Co.....	Indianapolis, Ind.	Gregory Fountain Pen Hospital	
Hook Drug Co.....	Indianapolis, Ind.		Detroit, Mich.
Huder Drug Co.....	Indianapolis, Ind.	Carson Pirie Scott & Co....	Chicago, Ill.
Akron Pharmacy Co.....	Akron, Ohio	Farnham Printing & Stationery Co.	
Wm. Taylor Sons Co.....	Cleveland, Ohio		Minneapolis, Minn.
The May Co.....	Cleveland, Ohio	Abraham & Straus.....	Brooklyn, N. Y.
Fowler Slater Co.....	Cleveland, Ohio	Horders Stores, Inc.....	Chicago, Ill.
Brown Thomson & Co.....	Hartford, Conn.	H. Farnell & Co.....	Brooklyn, N. Y.
Andrew Lloyd Co.....	Boston, Mass.	Stevenson & Marsters, Inc..	Brooklyn, N. Y.
Wm. Filene's Sons Co.....	Boston, Mass.	A. I. Namm & Son.....	Brooklyn, N. Y.
Jordan, Marsh & Co.....	Boston, Mass.	Hahne & Co.....	Newark, N. J.
Alny, Bigelow, Washburn....	Salem, Mass.	Hess Brothers.....	Allentown, Pa.
Gibson Drug Store, Inc....	Concord, N. C.	Mandel Brothers.....	Chicago, Ill.

The Advertising Done and to Come

FARSIGHTEDNESS is a feature of the Dunn-Pen advertising. Only one-third of the total current annual appropriation has been expended during the first half of the year. Two-thirds of the total appropriation will be used during the last four months of 1921, and the result of this concentration of effort will be of startling importance to all Dunn-Pen dealers.

Oodles of Free Publicity

THE DUNN-PEN is a sensation. Therefore it is a *news item*, and leading publications are printing articles about it recognizing the fact that the Dunn-Pen is revolutionary in its construction, and because of this, is of vital interest to every person who uses a pen.



A few of the magazines which have featured the Dunn-Pen as a news item are

Popular Science Monthly
Dun's International Review
India Rubber World
Dry Goods Economist

Advertising & Selling
Geyer's Stationer
Walden's Stationer,
etc., etc.

Newspapers also have carried stories about this notable pen and have described and illustrated the unusual window displays which are utilized by Dunn-Pen dealers.

Merchants' Paper Tells Readers of Phenomenal Sales History of the Dunn-Pen

THE New York Journal Trade News, a newspaper which goes to 35,000 dealers in the metropolitan district, recently gave a full page to tell about the remarkable sales strides made by the Dunn-Pen Company. The rapid distribution of this pen and its ready acceptance by dealers and by the public are making merchandising history.

In the cities where the Dunn-Pen has been introduced it's a hard job to find a live dealer who hasn't stocked it and who doesn't display it prominently!

The Authority on Advertising Devotes Pages to the Dunn-Pen

PRINTERS' INK, the magazine which is the court of last resort on matters pertaining to advertising, in a recent issue ran an entertaining article entitled "Merchandising Your Advertising in the Dealer's Window." It told in detail how arrangements were made for placing the Dunn-Pen window display material, how enthusiastically this sales-help was received, and how heartily dealers co-operated in putting the Dunn-Pen on the market in astonishingly quick time. It was mentioned that dealers were glad to *invent their own* window displays to push this popular new product.

The Dealers Helped Themselves!

MANUFACTURERS spend millions of dollars annually on what are known as "dealers' helps." These are signs, cut-outs of various kinds, displays, etc., for window and store use. And most of this material is a complete loss because dealers don't care for it and throw it away instead of using it as the manufacturers desire.

The fast, easy sales of the Dunn-Pen inspired dealers to "follow through" the newspaper advertising. In this advertising there were



illustrated two glass graduates, the first showing the amount of ink contained in an ordinary rubber-sac pen, the second showing the much greater amount of ink contained in a Dunn-Pen of the same outward size.

Dealers liked this practical proof, and placed glass graduates or test tubes (many of which the dealers obtained themselves) in their windows showing the small sac-pen ink capacity, and the vastly larger Dunn-Pen ink capacity. The novel displays fascinated.

A little later a plaster camel was supplied to dealers by the Dunn-Pen Company and has proven very popular, being used extensively in window and counter display. (See Front Cover.)

Window Pastors That Dealers Are "Stuck On"

PRIOR to the publication of the large newspaper ads, dealers were notified of these coming insertions and were given announcement sheets to paste on the windows of their stores.

These pasters read "Just Received, the Marvelous Dunn-Pen, the Fountain Pen with the Little Red Pump-Handle," and with these were advance proofs of the ads. *These pasters and ads have appeared and are appearing on the windows of the highest class stores in the best retail districts in the world.* This window-pasting tied up with the newspaper advertising in an astonishingly effective fashion.

Don't Miss This

A REMARKABLE fact has come to light. Frequently there were two stores selling the Dunn-Pen located on opposite corners. One store would use the Dunn-Pen window-pasters, the other would not. *The store using the window-pasters invariably sold about double the number of the Dunn-Pen that the other store did, even though the latter store was older, larger, and did a far greater business in all other lines.*

The window-pasters are marvelous sales-makers and after this experience it behoves every dealer to use them and get the profits that go with their use.

Handsome New Window Displays

WONDERFUL new window display material is now complete and ready and will be forwarded to Dunn-Pen dealers free upon request. Send in your requisition for these quality attention-and-customer-getters. This material is designed with care, and as it is expensive it can be sent only to those dealers who will use it intelligently and enthusiastically.

(Continued on page twelve)



No More Ink Spots

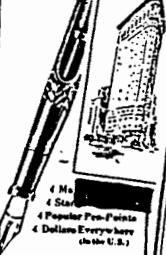
on Fingers, Clothes or Writing Paper!

—It can't happen with the marvelous DUNN-PEN, because there is no rubber sac to leak or valve to stick and bother.

Good-Bye to the Rubber Sac!

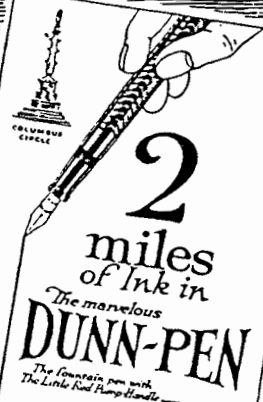
—and good-bye to the eternal mess and fuss of frequent filling! The marvelous DUNN-PEN is several times as much as any other self-filling fountain pen—simply because its "barrel" can ink—and not a rubber

You can write for a week without refilling the DUNN-PEN; then you just stick it in the ink and pump it full with the Little Red Pump-Handle. It cleans itself while you are filling it.



4 Major States
4 Popular Pen-Points
4 Dollars Everywhere (in the U.S.)

Dunn-Pen Company
308 Madison Avenue
New York City
The marvelous
DUNN-PEN



2 miles of Ink in
The marvelous
DUNN-PEN
The fountain pen with the Little Red Pump-Handle

YOU could draw a line from the Flatiron Building at 23rd Street corner on Columbus Circle, without refilling the DUNN-PEN.

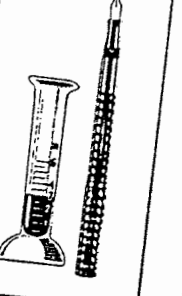
10,000 feet of writing—enough for 2,000 words! And all because the Little Red Pump-Handle has done work which (in other fountain pens) takes up maximum space and causes leaks, mess and fuss.

The Marvel of It You only have to fill the DUNN-PEN about once a month, and when ink-well, stick the pen in the ink-well, take the Little Red Pump-Handle; then—push and pull and the DUNN-PEN'S Full.

There are only four simple parts to the DUNN-PEN—all made with the accuracy of a chronometer. The solid gold pen does not scratch or pull up paper—no nib does not spread or tip.

The DUNN-PEN is shaped for the comfort of your fingers and is perfectly and easily balanced. Compared to maximum ink capacity, it is no larger than other pens; even the smallest DUNN-PEN holds a full

The Test That Tells the Story



APPEARANCES are deceptive. You'd think that the barrel is more than half full of rubber. Its reservoir contains the pen at the right is the marvelous DUNN-PEN with the Little Red Pump-Handle—and it holds a full DUNN-PEN actually contains several times as much ink of the same size.

The DUNN-PEN only requires filling about simply stick it in the ink-well and pump it full in Pump-Handle. It cleans itself automatically while

The marvelous
DUNN-PEN
The fountain pen with the Little Red Pump-Handle
Your dealer sells the DUNN-PEN with perfect satisfaction.

Said the leaky sac to the little dropper: "It looks to me, Dunn-Pen whopper."

Said the mussy dropper to the rubber-sac: "The Dunn-Pen put us where com's come be"

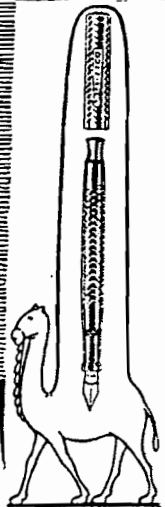
The marvelous
DUNN-PEN
The fountain pen with the Little Red Pump-Handle



The Infernal Question

"To Write Or Not To Write?"

That's what the fashionable, rubber-sac fountain pen asks its—and it often answers: "marvelous DUNN-PEN, on the other hand, always ready eager to do its job. never have to stick or 'prime' it—it's a smooth and steady flow of ink the moment you write the



A Regular Camel for Ink— Goes a Month without a Drink

The marvelous
DUNN-PEN
The fountain pen with the Little Red Pump-Handle

—holds several times as much ink as any other self-filling fountain pen—because the Little Red Pump-Handle



It Holds a Month's Supply of Ink!
THE average writer who fills his DUNN-PEN today will not have to fill it again until April 29th—some entire month! The marvelous DUNN-PEN—the fountain pen with the Little Red Pump-Handle—actually holds several times as much ink as any other self-filling pen of the same size!

The secret of its great capacity lies in the elimination of the old-fashioned rubber ink reservoir. The rubber sac found in other pens may hold approximately twice as much ink as the DUNN-PEN of the same size instead of only 30 drops. The reservoir of a DUNN-PEN is made of soft rubber, and runs, cracks, and leaks. It is made of soft rubber, and runs, cracks, and leaks. It is made of soft rubber, and runs, cracks, and leaks. It is made of soft rubber, and runs, cracks, and leaks. The entire pen consists of four major parts, staunchly made and beautifully finished.

which are selling the DUNN-PEN United States



(Continued from page nine)

No. 1 is a card with wings, the center showing the Dunn-Pen camel, the left wing illustrating the various parts of the Dunn-Pen, and the right wing picturing the ink capacity of this pen as compared with the ordinary self-fillers.

No. 2 states that the Dunn-Pen holds a month's supply of ink and shows the pen ready to be filled at an inkwell. An easel back permits this card to be placed conveniently in the window or on the counter.

No. 3 is a larger card with a camel showing over the top. The title of this is "The test that tells," and two glass vials illustrate in convincing fashion the larger ink capacity of the Dunn-Pen.

No. 4 is a winged card saying "We sell the marvelous Dunn-Pen."

No. 5 is a sheet announcing "Just received."

No. 6 shows a caravan of 7 camels, each camel carrying one of the seven letters of Dunn-Pen.

No. 7 is a bold paper strip advising that the Dunn-Pen is on sale.

The last three are ideal for pasting on the show window. All of these pieces are handsome in coloring, they are conspicuous without being noisy, they are in excellent taste and can be utilized to advantage by the finest of stores.

No. 8 is a card cut-out showing a hand holding the Dunn-Pen and writing with it. This is an extremely effective and well-liked piece.

Experience has proven that the use of selling helps such as these greatly increase the sales of the Dunn-Pen. This is not a theory but a demonstrated fact. To those dealers who have not as yet received this set, it will be forwarded gratis on request.

Making Millions See Dunn-Pen, Think Dunn-Pen, Want Dunn-Pen

DURING the Fall and Winter of 1921-2 Dunn-Pen advertising will be conspicuous in leading national publications such as the Saturday Evening Post, Literary Digest, Collier's, System and others.

New York City has been vigorously attacked by smashingly powerful advertisements in such influential papers as the Times, Herald, Tribune, and Evening Journal, and advertising was begun during the Summer in 43 important morning papers published in centers of large populations.

It should be remembered that these newspapers reach not only their own cities but many suburban towns as well, and some have a radius of influence extending a hundred miles or more. This newspaper drive is reaching the best buying sections of the country and will be powerfully followed up and amplified in ways that will be announced later.



A Poem You Couldn't Forget

IN DUNN-PEN advertising this sad and affecting poem has become extremely popular, and many readers have learned it by heart and can recite it with proper pathos and gestures:

Said the leaky rubber sac to the mussy little dropper:

"It looks to me like the Dunn-Pen's a whopper."

Said the mussy little dropper to the leaky rubber sac:

"The Dunn-Pen has put us where we can't come back!"



FAMED AMONG THE FAMOUS

THE advent of the Dunn-Pen is being acclaimed by celebrities in all lines of human endeavor—literature, drama, the arts, invention, commerce, etc.

Among the users of the Dunn-Pen are:

Rex Beach,

Dr. Frank Crane,

Cosmo Hamilton,

Fannie Hurst,

Beatrice Fairfax,

Amelie Rives (Princess Troubetzkoy),

Daniel Frohman,

Thomas A. Edison,

George Eastman,

Kermit Roosevelt,

and many other notables; in fact, our files are heavy with letters of praise from leaders of thought in many lands, proving that "the Fountain Pen with the Little Red Pump-Handle" is indeed *famed among the famous*.

Here is a letter from James H. Collins, the noted business writer whose articles are read by millions in the Saturday Evening Post and other leading publications. If there's one man who *knows* whether a fountain pen is good or not it is a writer, who uses it from eight to twelve hours a day.

Mr. Collins writes: "The Dunn-Pen seems finally to have abolished something that I have been trying to dodge for years—the little black devil, *Inky Fingers*."

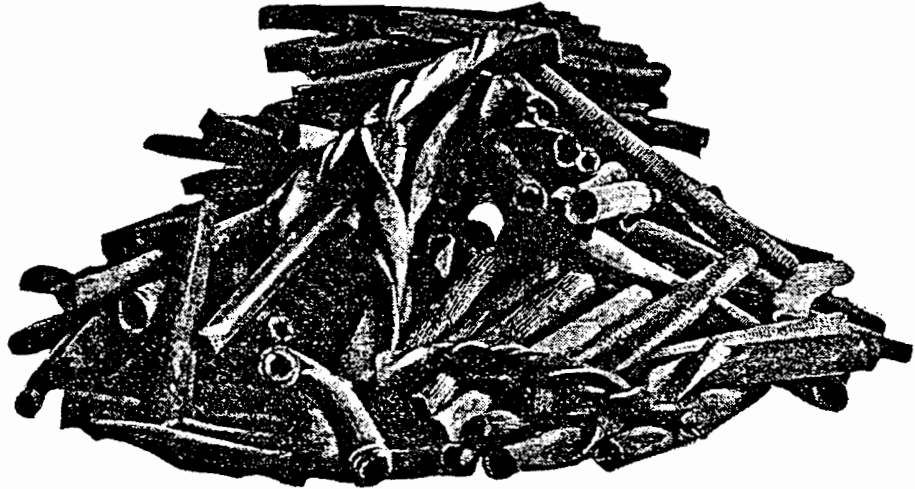
Dunn-Pen Helps to Sell Other Goods

HERE is a letter from a prominent dealer—C. Klauberg & Bros.—whose store is located in that hive of industry, the Woolworth Building, New York:

"It will interest you to know that we are making up another order for



THE LITTLE RED PUMP-HANDLE



Here is what happens to rubber sacs used in all other standard makes of self-filling fountain pens after the chemicals in the ink get in their work.

Dunn-Pens and undoubtedly you will be surprised at the quantity we need.

"This is due entirely to two facts, one is that we are continuously hearing such good reports about your product from customers of ours, and we might say that some of them have been dealing with us for 50 years or more; the second is, that your advertising has created a tremendous demand.

"Although we have been in business since 1819, over 100 years, and while we were a little skeptical about handling your pen at first, we are always ready to learn and surely were amazed at some figures we received this morning on our fountain pen sales during the past month.

"You have certainly revived business and we note the following increase since you started advertising. Our sales of one item have increased 32%, on another 18% and a third 61%. We have also noted a nice increase in our Kodak department as well as a general increase all around simply because the Dunn-Pen brought new customers into our store. Please ship the enclosed order as promptly as possible.

"Very respectfully yours,

"(Signed) C. Klauberg & Bros., Inc."

Every merchant will do well to re-read and ponder these lines:

"You have certainly revived business and we note the following increase since you started advertising. Our sales of one item have increased 32%, on another 18% and a third 61%. We have also noted a nice increase in our Kodak department as well as a general increase all around simply because the Dunn-Pen has brought new customers."



The Dunn-Pen Is the Harbinger of Prosperity for Every Dealer Who Handles It and Pushes Its Sale

THE Dunn-Pen brings good times to you, and it sells not only itself but also many other things that the person who comes in for a Dunn-Pen happens to see and fancy.

Did They Like This Window Display? 227 Dealers in Chicago Said They Did, and Proved It

ON page 5 is shown a photograph of an extremely attractive window prepared in Chicago. Several hundred Chicago dealers liked it so well that they used it exactly as illustrated. Think of this—the Dunn-Pen was featured in this way *on the same day* in 237 neighborhoods, each having the population of a little city. No wonder Dunn-Pen sales are jumping and startling the whole pen world.

On page 5 are also shown windows arranged by leading Detroit, New York, and Dayton stores.

The Dunn-Pen is featured prominently by the largest and most important dealers as well as by their smaller brothers for just three reasons: 1, It is in demand; 2, it gives thorough satisfaction; 3, it sells quickly, easily, and nets an exceptional profit because of its rapid turnover.

Is It Any Wonder?

REPORTS received from cities where the Dunn-Pen sales campaigns are in progress show that the Dunn-Pen is knocking out the rubber-sac pen—not in the fourth round but in the very first!

Some stores which find it hard sledding to sell rubber-sac pens have even gone over to the antiquated designs of primitive pump-pens in an effort to stem the tide of customers rushing to Dunn-Pen dealers. But in vain.

The only way to stop the Dunn-Pen is to stop making ink.

$$3 \times \$2.50 = \$4.00$$

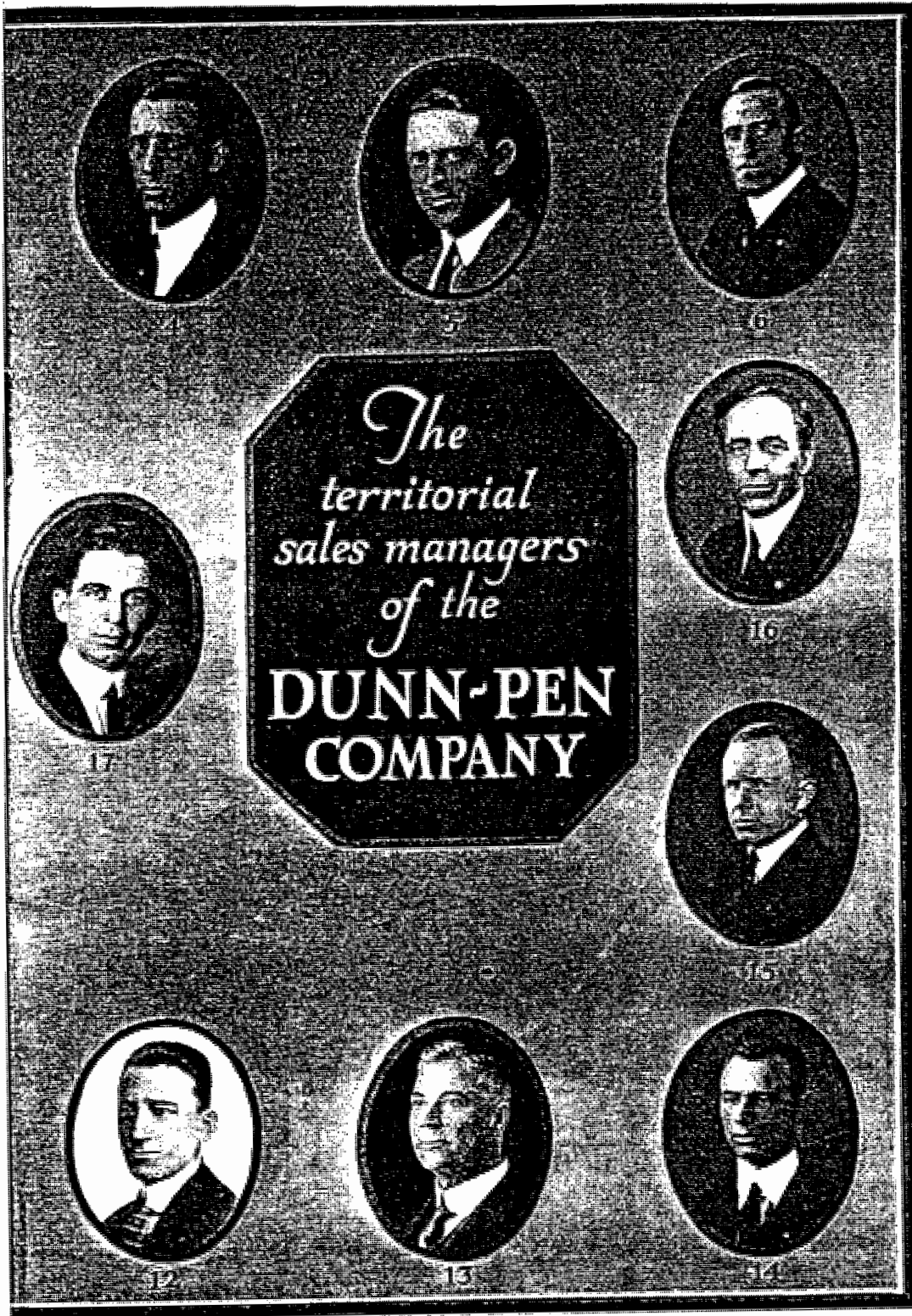
A Strange Fact!

WHEN a customer comes in to buy a pen, he or she buys the pen to write with. A pen without ink is as useful as a human being without breath or an auto without gas.

And a pen should hold a reasonable amount of ink. If you are on a



- | | |
|------------------------|-----------------------|
| 1. Arthur F. Simpson | 6. Anthony J. Grael |
| 2. William J. McSweeny | 7. Charles Carpenter |
| 3. Robert G. Cook | 8. Mark Evans |
| 4. Dana B. Bowlend | 9. George A. Trenholm |
| | 5. M. M. Morrisey |



- 10. Dennis B. Real
- 11. George I. Margraf
- 12. J. E. Nill
- 13. Thomas Redding

14. J. E. Gunther

- 15. Richard G. Bryant
- 16. William A. Darcey
- 17. Neil H. Heisenhoff
- 18. John T. S. Hunn



THE LITTLE RED PUMP-HANDLE



vacation or traveling around the country or even in town away from home or office, you can't give your fountain pen an inking at the nearest store. It's awkward to have a pen run dry.

The conventional \$2.50 rubber-sac pen doesn't hold much ink. The \$4.00 Dunn-Pen is worth 3 of these pens because it holds just about three times as much ink, and you get all of this ink in *one* Dunn-Pen.

So, as figures don't lie—

Three \$2.50 rubber-sac pens = One \$4.00 Dunn-Pen!

This simple, clear, forceful illustration will enable you to make Dunn-Pen sales without difficulty. The Dunn-Pen at its price—considering its quality, its superior workmanship, its exclusive advantages and unequalled features—is a value that is absolutely matchless. In other words, \$4 will buy more fountain pen value and service in the Dunn-Pen than in any other fountain pen in the world.



The "Tattler" Tells a New Story

HERE'S our sensational Special at \$5; with a fine-appearing transparent barrel of Bakelite, permitting the user to see how the pump works and how much ink is left, so that there is no danger of "running dry" without warning.

The "Tattler" is made in the regular "Senior" size, 5½ inches long, and in the short size, 4½ inches long, the latter known as the "Tattler Junior," which is offered in three styles: 1, with a ring; 2, with a plain cap; 3, with a clip-cap.

From present indications this up-to-the-minute transparent model will be one of the biggest favorites that bear the Dunn-Pen trade-mark. Its novelty, and the fact that you can *see* the ink are making many sales.

Now ready for delivery. Send in your orders.

No Sir, We Don't Believe In It!

THE purchaser of a Dunn-Pen can obtain a clip on the cap without extra charge. We don't claim to be philanthropists and don't ask any special praise for this, and here's why:

Some makers succeed in deftly raising the selling price of their pens by selling clips for 25c additional.

Do you know what a clip costs? About 1.7c.



Is 25c too much for a 1.7c clip? Apparently some makers think, "No, not as long as we can get it!" So we *give* our clip away to all users who want it.

The biggest value you can get in fountain pens for \$4 is the Dunn-Pen; and for less than \$4 no manufacturer can afford to sell the best pen value!

There are two ways to season oak. You can cut an axe handle and season it rapidly by holding it near the stove.

You can cut an axe handle and season it by letting it stand exposed to the elements for many months.

The second way takes longer, and an axe handle seasoned in this way may cost you a trifle more, but when you want a quality axe handle you'll take the second one.

We could rush the Dunn-Pen through the factory slap-bang-hustle-throw-it-together-hurry-get-it-out-any-old-way, but that's not our policy.

The care we exercise in manufacturing the parts, in assembling, and in inspecting, insures the purchaser of a perfect pen in every respect. And that's what the purchaser wants and *the purchaser wants to pay enough to be sure of getting a pen made in this way!*

Cheapness and economy are two entirely separate and distinct things. The public knows the difference.



ALTHOUGH the export business in general is not now generally regarded as brisk, exporters have seen the remarkable sales possibilities of the Dunn-Pen and arrangements have already been made to sell in (and exports have gone forward to) 67 foreign countries.

There is no lack of applicants to handle this pen abroad. Mr. Hawley E. Smith, the Dunn-Pen Export Manager, says:

"The problem is to secure the best connection in each country.

"American manufacturers who have attempted to cram American sales methods down the throats of foreigners have almost invariably failed. In most foreign countries the Dunn-Pen will be sold by residents of those countries who are familiar with the customs, the preferences, and dislikes of the various peoples they wish to do business with. Preference in selecting foreign selling agents is given to those firms which haven't too many lines. With a limited number of products a larger proportion of time and effort can be given to advancing Dunn-Pen interests.



"The Dunn-Pen Company believes in making haste slowly in the export fields. The *right start* is half the battle abroad.

"For far away lands the exporter usually desires to make an investigation to learn the sales opportunities for the Dunn-Pen, and due to the time needed to make trade analyses, and to receive letters from lands 10,000 miles away, several months elapse before negotiations can be completed."

It is proving easy to introduce the Dunn-Pen in equatorial countries, Mr. Smith points out. As the hot climate quickly rots soft rubber, self-fillers having a rubber-sac are not satisfactory there, and the old-fashioned dropper-filled pens are sold exclusively. As the Dunn-Pen has no soft rubber sac to deteriorate, it will open the torrid countries to the sale of self-filled pens,—an exploit which as yet is for the most part unaccomplished.

A \$4 Price and \$4 in Value

IF there is one thing that the Dunn-Pen Company is pre-eminent in, it is the originality and daring of its conceptions—and these include organization, sales, manufacturing, and advertising.

For years it has been customary for fountain pen makers to have a variety of pen styles and sizes at a variety of prices. The assumption has been, the larger the pen, the bigger the price.

BUT—

A big pair of shoes doesn't cost more than a small size.

A giant can travel for 5c on the subway. He is not taxed extra for his bulk.

You can buy a large watch as cheaply as a small one—and so on—proving that dimensions do not always determine price.

The price of the four standard styles of the Dunn-Pen was fixed at a flat price of \$4, a revolutionary procedure. The reason for this is that the manufacturing costs are approximately the same for the various sizes. It doesn't cost much more to have a large-barreled pen manufactured than a small one. Four standard styles of the Dunn-Pen—constituting the original Dunn-Pen "family"—at the level price of \$4, have proven to be a triumph, and Dunn-Pen sales have run ahead of production.

The Dunn-Pen's "Innards"

THE DUNN-PEN is the perfect self-filler. There are no springs to bend and break, no valves to get out of adjustment, no vents to clog, no joints to drip. There is no rubber sac to rot, harden or leak, there are no side levers, no compression rods.

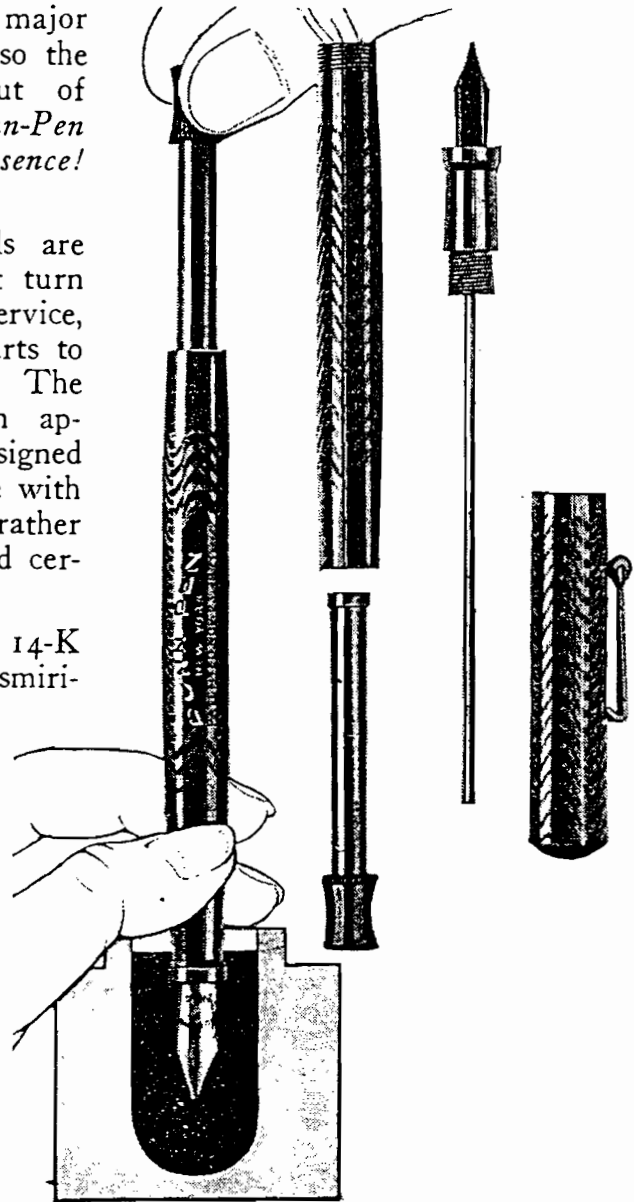


There are four sturdy, major parts to a Dunn-Pen, and so the Dunn-Pen doesn't get out of order. *Repairs to the Dunn-Pen are notable for their absence!* There's no need of them.

Only the finest materials are used. The barrel does not turn green nor get shabby in service, and there are no delicate parts to give out or cause trouble. The Dunn-Pen is handsome in appearance and is expertly designed to fit the hand and to write with a minimum of effort, or rather with a maximum of ease and certainty.

The pen point is solid 14-K gold, and is tipped with Osmiridium, the hardest metal known. The pen point is perfect, and this is apparent either under microscopic examination or by practical tests. The nib does not spread, scratch, lap, or pick up paper.

The essential elements of this boon to writers are: the pen, the barrel, the hollow plunger, and the cap. A few strokes of the plunger pump the barrel full, and the Dunn-Pen is the only fountain pen that *cleans itself as it fills*. The operation is easily understood by a study of the diagrammatic sketch.



The Guaranty That Spells Confidence

EVERY DUNN-PEN is sold with the guaranty that it is perfect in workmanship and material. The customer can have his money back without quibbling if he does not agree that the Dunn-Pen "is the most wonderful fountain pen in the world." *No other fountain pen is offered to the public with this guaranty!*



The Complaints Are Amazing!

THE complaints about Dunn-Pens are amazing — by their *scarcity!* Although many thousands of Dunn-Pens are in service, *one man only is needed in the factory repair department, and he devotes half his time to other work!* This is an astounding fact when it is remembered that the Dunn-Pen is a new product, and complaints and demands for repairs are quite the usual thing with most new articles. *But here is a pen that has been made RIGHT from the start.*



He's the bright and smiling
Retail man
His motto is
"Why 'sure I can!
Can I sell the Dunn-Pen?
Well, I'll say
That selling it
Is just like play.
The register
Rings up,—*ding-dong*—
The buyer knows
He can't go wrong.
The boss is glad
And I see *why*—
It's fun to sell
The Dunn, say I!"

How to Get to be Boss

In a certain bootblack shop in hot weather every man was working hard and fast. One young man, an Italian, barely out of his teens, was working three times as hard as any other. As he helped one worker do the other shoe, or brushed off a customer, or answered any question, his face was HAPPY in spite of hard work that brought the sweat through his clothes.

"You have a good worker there," said a customer to the cashier, "and he seems to like his work."

"Sure," she replied; "he owns the place."

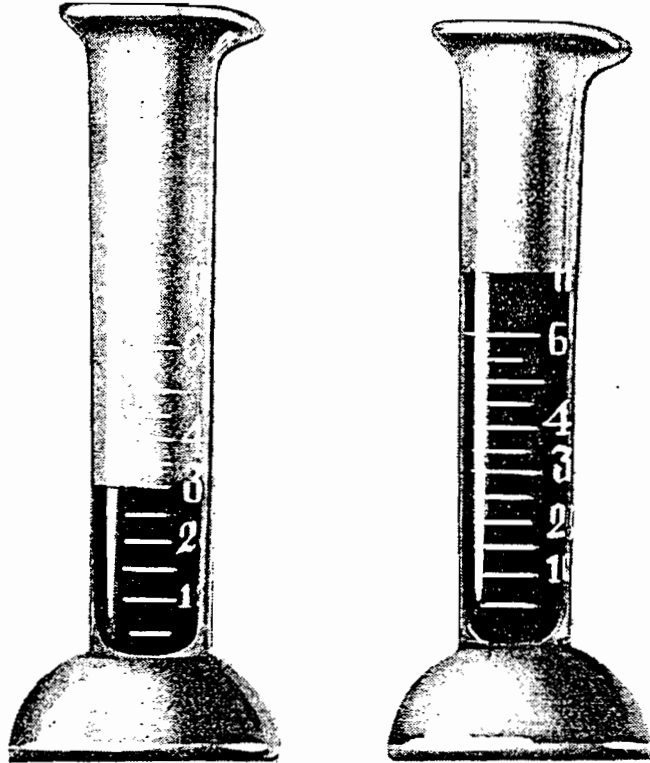
—*Editorial, New York American.*



The Laboratory Test

At the left is shown the **SMALL** quantity of ink a sac-filling pen holds.

At the right is shown the **LARGE** quantity of ink the Dunn-Pen of the same size holds.



No Rubber Sac to Rot or Leak

INK attacks soft rubber and in the course of time eats the soft rubber sac of the ordinary pen so it leaks and causes trouble. There is no soft rubber sac in the Dunn-Pen and therefore no difficulties or deterioration because of the use of this unsatisfactory and perishable material.

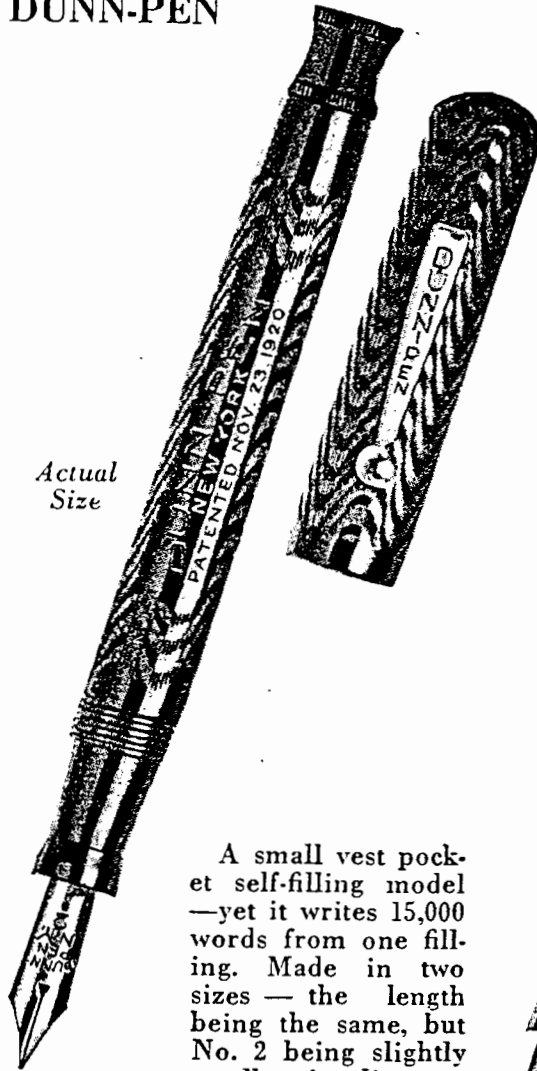
The plunger of the Dunn-Pen is hollow and *full of ink*, and this explains, in part, why it holds so much more ink than all other self-fillers.

It's Simple, But Explain It All the Same

WHEN a customer buys a Dunn-Pen, demonstrate the correct way of filling it. Tell the customer to steady the hand that holds the pen on the ink bottle, and *not* to jam the gold pen against the bottom of the inkwell or glass ink bottle. The pen barrel should be held firmly and should not be permitted to move—only the pump-handle is to be pumped slowly up and down. It takes a number of strokes to fill the pen. There are some bubbles on the ink and a sizzling sucking sound while the pen is being filled. This ceases when the pen is full. The pen cleans itself as it is filled, and, with ordinary use, stays in perfect condition indefinitely. When the pen is full the pump-handle should be shoved down (while the pen is still in the ink), and not left sticking out.

The
 "Baby Camel"
 DUNN-PEN

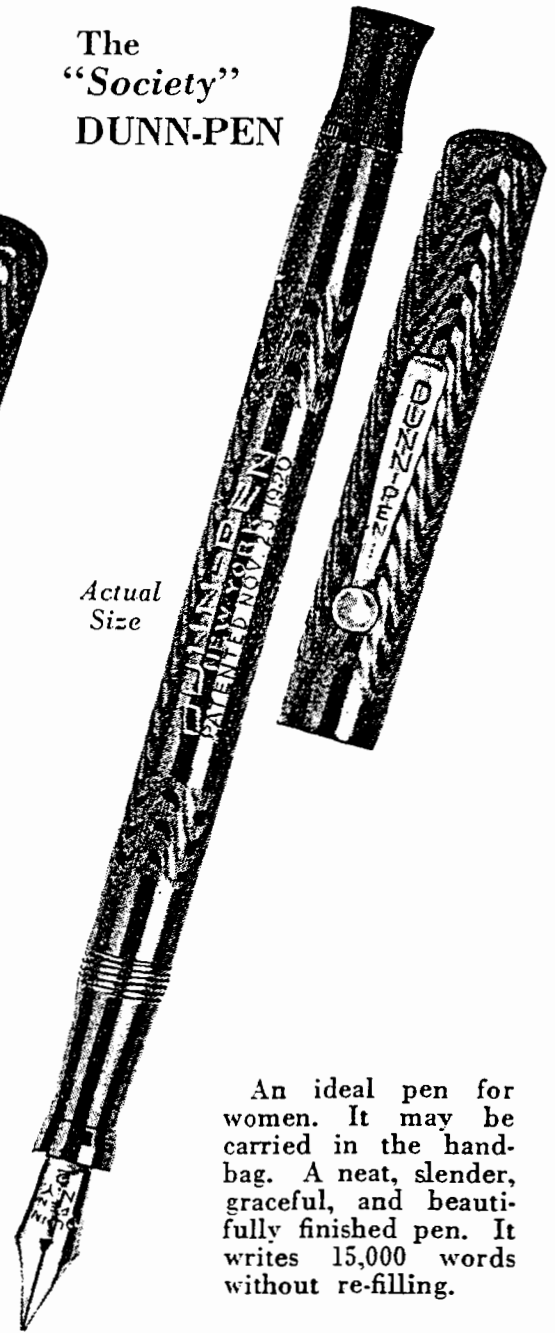
Actual
 Size



A small vest pocket self-filling model — yet it writes 15,000 words from one filling. Made in two sizes — the length being the same, but No. 2 being slightly smaller in diameter than No. 4. Length, with cap on, $4\frac{5}{8}$ inches.

The
 "Society"
 DUNN-PEN

Actual
 Size



An ideal pen for women. It may be carried in the hand-bag. A neat, slender, graceful, and beautifully finished pen. It writes 15,000 words without re-filling.

The Dunn-Pen Dawns on the Golden West

D B. REAL, assistant manager of the Dunn-Pen Company's Chicago branch has been appointed manager of the new San Francisco branch which will soon be opened. Californians are quick to adopt new products of merit and exceptionally big sales are expected in the far west.

Mr. Real took an active part in successfully introducing the Dunn-Pen in Illinois and will without doubt duplicate this triumph in his new field.



To Sell a New Pen Use *New Pen Men*

SHATTERING tradition, the Dunn-Pen Company did not use men old in the pen-selling business to represent its interests. It secured energetic, wide-awake, grade A salesmen, explained to them the features of the Dunn-Pen, and inspired them with Dunn-Pen truth to a high pitch of enthusiasm. Unhampered by routine methods, unbothered by precedents (and the ruts that go with them), these salesmen are bringing in rafts of business by adopting effective, original sales methods which *they* themselves are developing. "A new broom sweeps clean."

BRANCH MANAGERS

George I. Margraf,
300 Madison Avenue, New York
Mark Evans,
300 Madison Avenue, New York
Arthur F. Simpson,
300 Madison Avenue, New York
J. E. Gunther,
620 Free Press Bldg., Detroit, Mich.
Dana B. Bowlend,
332 S. Michigan Ave., Chicago, Ill.
George A. Trenholme,
5727 Rural St., East End., Pittsburgh,
Pa.
Richard G. Bryant,
Scarritt Bldg., Kansas City, Mo.
Charles Carpenter,
445 Old South Bldg., Boston, Mass.
Robert G. Cook,
54 Oxford St., Hartford, Conn.
William A. Darcy,
Ansley Hotel, Atlanta, Ga.
Neil H. Geisenhoff,
11118 Clifton Blvd., Cleveland, O.
Anthony J. Grauel,
215 E. Fayette St., Baltimore, Md.
John T. S. Hunn,
1400 Widener Bldg., Philadelphia, Pa.
William J. McSweeney,
1124 Harney St., Omaha, Nebr.
Thomas Redding,
207 S. 6th St., Minneapolis, Minn.
J. E. Nill,
300 Madison Avenue, New York
Dennis B. Real,
San Francisco, Cal.
Floyd L. Johnston,
50 Kentucky Ave., Indianapolis, Ind.
M. M. Morrisey,
Adolphus Hotel, Dallas, Texas
Carl Oldstein,
329 Paydras, New Orleans, La.

TERRITORY

Battery to 42nd St., New York
42nd St. to City Line, New York
New York State (above City Line)
Michigan
Chicago, Illinois
Tennessee, West Virginia, and Western
Pennsylvania
Kansas, Missouri and Oklahoma.
New England Sales Manager
Connecticut and Rhode Island
Georgia, North and South Carolina,
Florida
Ohio and Kentucky
Virginia, Maryland, District of Columbia
Eastern Pennsylvania and New Jersey
Iowa, Nebraska, Colorado, Montana and
Wyoming
Minnesota, North and South Dakota,
Western Wisconsin and Montana.
Brooklyn, Long Island, and Staten Island
Pacific Coast States
Indiana
Texas
Louisiana, Mississippi, Alabama and
Arkansas.



Do You Know That—

First it was Q. E. F.*

The manufacturing department took care of that.

Then it was Q. E. D.†

The Dunn-Pen advertising and salesmen took care of that.

Now it is Q. E. S.‡

And everybody in the organization is proving that the Dunn-Pen gives that.

* Quod erat faciendum—which was to be done.

† Quod erat demonstrandum—which was to be demonstrated. (Good heavens, have you forgotten your geom? Suppose Thomas A. Edison should catch you!)

‡ Quality—Economy—Service—The Dunn-Pen slogan that states the reason why our Company is so instantly and tremendously successful.

When you enter most offices, you head for the Information Desk. There is no Information Desk in the Dunn-Pen offices. You'll be better pleased because here you go to the *Courtesy Department*. And you'll enjoy the difference.

The Dunn-Pen is *not* sold on an exclusive basis. You can handle it. Write today and get the cream of the business, and the early trade in your city developed by the Dunn-Pen national advertising and by its advertising in the larger cities of the country, as well as by the universal word-of-mouth "It's-the-best-pen-I-ever-had" testimonials of delighted purchasers.

Meeting the Dunn-Pen at Home

ABOVE the desk of Mr. J. H. Lewis, Production Superintendent of the New York factory of the Dunn-Pen Company, is a chart showing the daily output. Mr. Lewis states that with the adoption of improved methods and the faster delivery of raw products, the output is showing a big increase. Orders pouring in from all over the country are keeping the manufacturing department on the jump.

Mr. Lewis is an expert on production, having had long experience in the making of mechanical devices such as typewriters, voting and adding machines, motors, etc. During the war, he was superintendent of the Erie plant of the American Brake Shoe and Foundry Company, turning out 155 cm. howitzers. These "babies" weighed 3,000 lbs. each. It's a bit of a change to the manufacturing of fountain pens which weigh but a few ounces, but to Mr. Lewis it is all in the day's work.

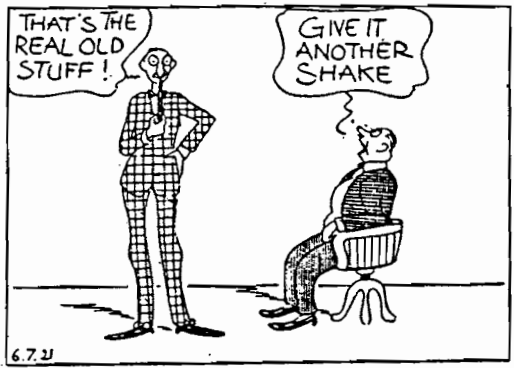
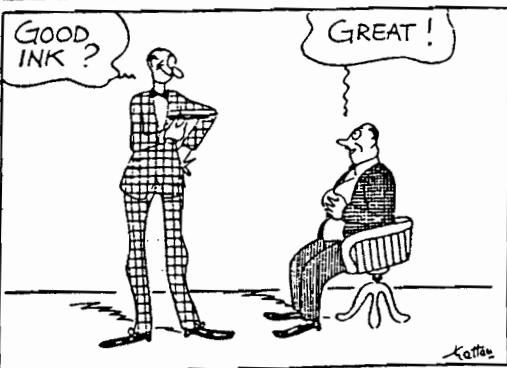
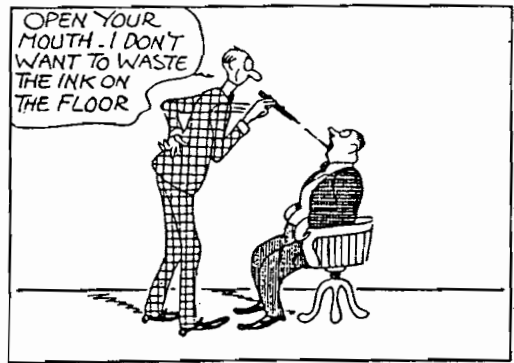
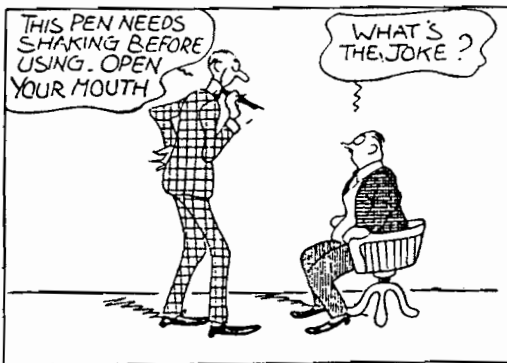
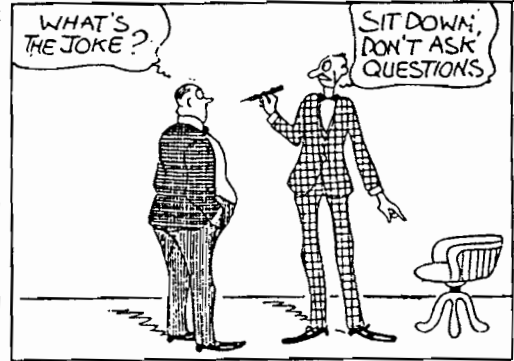
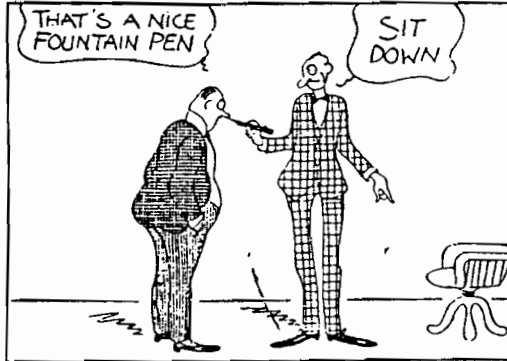
In the factory every pen is given scrupulously careful inspection before it is shipped. The operation of the pen and the smoothness of the pen point must be flawless before it is passed for shipment. Only the choicest grades of material are used and the artisans are expert in their craft.



Can You Beat It!

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By Maurice Ketten



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Made So Good There's No Making Good!

TWO of the bugaboos of the fountain pen business, ordinarily, are repairs and complaints. Repairs are necessary when there is faulty construction. Complaints are caused when the pen is not suited to the person by whom it is purchased. The Dunn-Pen Company employs EXPERTS to make its pens, and the repairs called for have been so few in number as to astound even the most optimistic. Of course, every Dunn-Pen is guaranteed and the company stands back of it in every way. *The Dunn-Pen is MADE so good that there is no need to MAKE good!*



How to Sell the Dunn-Pen—Or Anything Else!

IF you want my business, smile the smile that inspires a smile. I am a poor prospect when I am frowning.

Be optimistic and try to make me feel that way because I pull my purse strings tight and count every nickle when I have that feeling that everything is going to pot.

Put up a real argument for your proposition. I have to feel that I would rather have what you are selling than the money it costs before I am successfully persuaded to buy.

Don't talk my ears off. That gets my goat and a man who gets that seldom gets my money.

Don't knock your competitor. I center my thoughts on what you say and I may get so interested in him that I will decide to have a chat with him before buying.

Be patient. The fact that it takes time to sell me argues well for my staying sold after you turn the trick, which makes it well worth your while to invest a little time selling me.

Be conservative in what you say. The minute I suspect you of exaggeration I will discount what you say, and while that is a virtue when paying a bill, it is an almost insurmountable handicap when you are trying to sell a bill.

Be sincere. If you are not completely sold on what you are trying to sell, you are attempting the impossible in trying to sell another man.

If you are sure that what you are trying to sell is a good thing, stick to your job and stick to me until I say "Yes." I have been wrong as often when I have said "No" as when I have said "Yes." I do not care what you make me buy, so long as it is good for ME.

Be Your Own Salesman!

THE superiority of the Dunn-Pen is causing buyers to tell their friends about it. Demand is springing up all over the country. It is physically impossible for the representatives of the Dunn-Pen Company to cover all the cities in the country immediately. If you haven't been visited by a Dunn-Pen man be your own salesman. Fill out your own order and shoot it in the mail. It brings you the Dunn-Pen and exceptionally good profits.

IMPORTANT

How to Sell the DUNN-PEN

A satisfied customer is a living advertisement for your store.

It pays to sell SATISFACTION

The Dunn-Pen is the most satisfactory writing instrument in the world. When rightly sold, every sale makes another.

Never sell a Dunn-Pen without the Direction pamphlet for filling that is in every red Dunn-Pen box.

Always call the customer's attention to these Directions.

There is no pen in the world more easily filled than the Dunn-Pen. But this is a careless world—some men will even try to drive a car without gasoline and blame it on the car.

Therefore, be sure that every buyer of a Dunn-Pen gets the sheet of directions for filling. There is one in every Dunn-Pen box—deliver the pen to your customer **IN THE BOX.**

Fill a Dunn-Pen yourself according to these directions so that you will know **HOW** to fill it. Have each of your sales people do the same. Fill and empty the pen in the presence of your customer and show him how to do it.

Read the Directions carefully. Follow them yourself, and have your clerks follow them. Then you will sell **SATISFACTION** with the Dunn-Pen, and one user will bring another to your store.

You will never lose a single sale of the Dunn-Pen if you show the customer exactly how to fill it properly, using a receptacle that has **PLENTY OF INK IN IT.**

East Orange N. J.
4/12/21

Dunn Pen Co
300 Madison Ave.
New York City

Well I went and "DUNN" it and we have both been doing well ever since.

They told me it would hold a "BARRELL" of ink, but that was putting it mild. It is a regular ink-WELL, with no sign of drying up.

Pumped it full, two weeks ago, worked it over time ever since, and as I write, it is still going strong, with no drought in sight.



You can finish anything you start, with out stopping to fill up and after trying "eli" all, I'm DUNN, first, last and all the time - I'll say so

Sincerely
Arthur S. Tufts

61 Linden Ave

